

80/20 Rule How To Companion Exercise



Watch the 80/20 Rule How To video and then complete the exercise below to quickly and easily discover which 20% of your business activities is responsible for 80% of your results. When you know this invaluable information you can begin to spend more time on the 20% and expand your results dramatically without putting in more hours or effort!

In fact, when you employ the 80/20 rule diligently in your daily life, everything becomes more effortless!

STEP ONE: BIG WINS

Make a list of your biggest business wins below. (E.g., publishing a book, booking a great speaking gig, launching your first product, being interviewed on a media channel you love, etc.)

STEP TWO: ACTIVITIES

Make a list of all of the activities you do in your business. (E.g., posting on social media, answering emails, attending events, speaking, writing blogs, creating content, running Facebook ads, working with clients, etc.)

STEP THREE: MAKING THE CONNECTION

Draw a line connecting each of the big wins with the activity you did that resulted in that big win. (Go with the top one or two activities that were most responsible for the win, knowing that there are likely a handful of them for each win.) If there's a big win on your list that resulted from an activity that you didn't write down, make sure you add that to the activities list.

STEP FOUR: IDENTIFY YOUR 20%

List the activities that have resulted in your big wins below. These are your 20% activities that, over time, you need to focus your time on.

STEP FIVE: REMIND YOURSELF

Write your 20% down on a piece of paper and post it in your work space to remind yourself every day what you need to be focused on. Consider framing it or getting it laminated for extra impact.

STEP 6: SCHEDULE IT

Schedule these activities into your calendar monthly, according to what makes the most sense with your own cycles and optimizing your workflow. Make sure you block time for the 20%. You'll notice that as you do, you'll have more big wins and will be spending less time and energy to get them.

STEP 7: GET CONSCIOUS

Get conscious of how you're spending your time. At the end of each day, look at the activities you did and note whether they're the activities that you listed as your 20%. If not, no need to judge yourself. Instead, plan the next day so that there's a little more space for the 20%. Over time you'll edge out the activities that don't lead to your big results, and you'll have more space for the activities that do! It's all about consciousness.